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THE **Fjorda**
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There is a fjord



King of the fjords — Sogne fjord — in May.

These marvels of nature, the fjords of Western Norway, have had a magic attraction for tourists ever since the dawn of travel. Our ancestors came on foot or by horse; we use cars and sightseeing buses, while our children . . . ? Well, whatever the means of transportation, we know they too will someday see the wonders of the Fjord Country.

Gigantic struggles between ice and land in ages long past carved these winding, steep-walled clefts out of Mountain-Norway. The sea poured in 3,000 feet deep in some places, yet rocky

cliffs can rise another 3,000 feet above a fjord which is only one-half as wide. Even today tiny farms cling to narrow ledges almost in the spray of waterfalls which dash down hundreds of feet into the fjord. But happily such displays of overwhelming power are tempered with peaceful idylls. At the head of the most forbidding fjord always lies a sheltered strand with orchards and meadows climbing upwards



in fertile green terraces. In here the climate is mild, since only the warm upper waters of the Gulf Stream can flow over the outer threshold of the fjord, and the sun warms so well that grapes and walnuts—yes, even tobacco—can ripen in the open.

This mildness and fertility made the fjords of Western Norway a cultural center of Norway in saga times. From here the vikings sallied forth to explore and conquer, and in many a stave church with dragon heads one can almost feel the atmosphere of pagan times, for past still mingles with present in the fjord country. Yet when the long, twilight evenings caress sea and mountain an air of peace and utter timelessness settles over the landscape.

—Yes, there must be a fjord in *your* future, too.

In your future..

The Hjørund fjord flanked by the Sunnmøre Alps.



HAPPY HOLIDAYS IN THE NORWEGIAN FJORDS



FROM MAY TO SEPTEMBER

The mild climate permits an early tourist season in the western fjords, and Fjord-Blossom Time in mid-May is the signal for an international high season in the Fjord

Country. The stream of visitors continues throughout July and August, though many now prefer the more peaceful days of September.

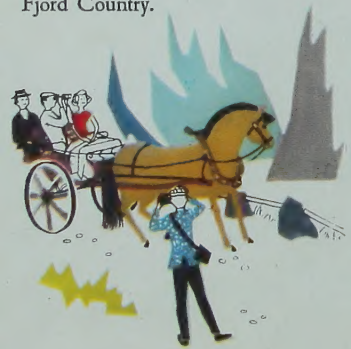
FIRST-CLASS HOTELS

Here are many hotels which not only can compete with the best in Europe in matter of comfort, but do so at considerably lower prices. Inn-keeping has traditions of long standing, and many hotels have been run by the same family for generations. Fully modernized today, these resorts preserve the old spirit of friendly concern for each guest which brings him back as a steady visitor. This personalized hospitality is—in large hotel or small inn—a hallmark of the whole Fjord Country.



EXCURSIONS GALORE

From any one of the many sheltered, yet strategic, resorts in the fjords you can sally forth to win the most beautiful sights in nature. Whether by boat or car, pony-cart or on foot, your goal is the waterfall with dancing rainbows, the glacier glistening in the sun or ancient farm buildings with their mingled romance and realism. Such attractions are waiting for you in every part of the Fjord Country.



Incredible Nærøy fjord — cruise-ship's favorite.



OUT OF DOORS

The famous west coast salmon rivers are heavily booked, but you can find ample reward in the sea trout. The brown trout is playful in streams and lakes, while other fish are plentiful in fjords and skerries. Here, too, are mountains for everyone from sedentary strollers to the most energetic rope-climbers. The Fjord Country fulfills every dream of the open-air vacationer.



FOLKLORE AND FESTIVALS

Folk music is played, national costumes are worn and folk dances performed on festive occasions. Folklore, thanks to Edvard Grieg, is a living part of the famous international festival held every Spring in Bergen. In Bergen and Stavanger "Folklore Excursions" are arranged throughout the season.

MEDIEVAL AND MODERN TOWNS

To wander through Bergen is like turning the pages of a well-illustrated history book. Stavanger is likewise rich in history and picturesque old streets, while the shipping town Haugesund, the herring towns Ålesund and Florø, the klipfish town Kristiansund are lively and modern, and Molde has the character of a residential township.



ART AND CRAFTS

The farmers in the fjords produce fine carving, and beautiful tapestries are made of homespun and home-dyed yarns even today. Both the goldsmiths of Bergen and the ceramic and porcelain makers around Stavanger have long been renowned for their fine wares, and other charming towns and big resorts offer a fine selection of handicraft too.





Molde—"Town of Roses"—with background of breath-taking grandeur.



Soaring peaks meet the eye.

This is the glorious fjord country



Crystal-clear Rauma near Åndalsnes—one of the many salmon rivers in the Fjord Country.



Colorful villages, like Sand in the Ryfylke fjords, greet you every where.



Hardanger—where the green shores, the blue Gulf Stream water, and snow-capped peaks form an irresistible combination.



Marvellous views from modern hotels.



Picturesque Stavanger facing the Ryfylke fjords and surrounded by perfect beaches.

ades like bridal wreaths, vertically rising cliffs and tiny farms high up on rocky ledges. Yet nearer Ålesund is the Hjørund fjord of equal beauty, flanked by the Sunnmøre Alps.

Wherever we turn there is far too much to choose from. The panorama from the 5,000 foot top of Dalsnibba, now reachable by car; inner Nordfjord where the fingers of the Jostedal Glacier descend into wild fertile valleys; or the king of them all—Sogne fjord—with its combination of rocky wilderness and idyllic shores. Once in Sogn, we cannot neglect the Fortun Valley where the Sognefjell road climbs northward in mighty bends up to Turtagro, nor the valley of Flåmsdalen where the ingenious Flåm Railway bites its own tail, so to

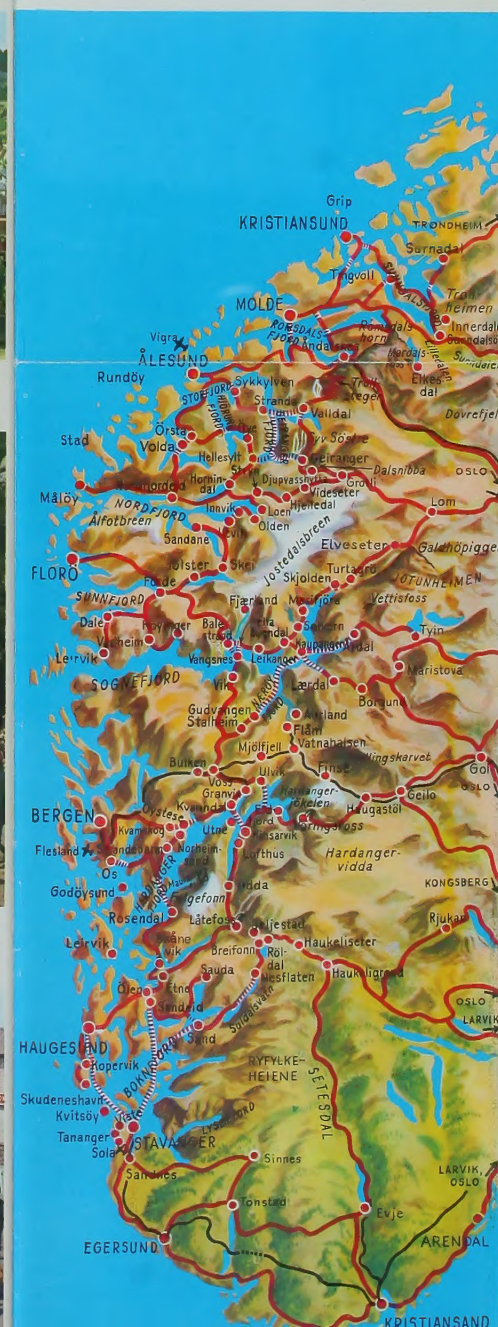


speak, in a steep winding ascent to its junction with the main Bergen Railway. Romanticists might simply choose Hardanger fjord in the time of fruit blossoms and country weddings, Hardanger in the spring when the waterfalls of Voringfoss and Latefoss cast themselves recklessly over the cliffs. Haugesund, by the way, provides a new doorway to Hardanger from the west. Yet to the south are still the fjords of Ryfylke—with the Lyse fjord and its famous Pulpit Rock prominent among them—and charming fishing villages and fine bathing beaches.

The upland plateaux of Hardangervidda and Ryfylkeheiene are not only by nature a promised land for fisherman and hiker, but are also well provided with cabins and shelters.



Bergen—one of Norway's oldest and Europe's most interesting towns.



FJORD TRAVEL



A glance at this map will show you the network of roads that knits the fjords together and the famous tourist routes which are served many times daily by comfortable sightseeing buses. Although the map only shows the ferry crossings, you can follow the fjords far inland as well on board a modern tourist boat or "fjord-bus".—With all coastal towns connected by express steamer, and some by plane, and with the Bergen Railway's branches to Hardangervidda and Sognefjord, the system of tourist communications is unusually well developed. Indeed the Fjord Country offers such a wealth of round-trips combining travel by land and by water, and with such varied scenery, that your travel bureau will have to help you make a choice. You can also safely venture into the Fjord Country in your own car. Its gravel roads are narrow but well-surfaced, and everyone drives carefully enjoying the truly fantastic scenery. Scenic roads and the Bergen-, Sørland- and Rauma railways, incomparable plane flights and interesting bus routes connect the Fjord Country and its towns with Oslo, and the rest of Norway.

EASY TO REACH

In less than 24 hours fast ships bring you from Newcastle, and in 46 hours from Rotterdam, to Bergen, Stavanger and Haugesund while the Norwegian America Line also call at the two first ports. Bergen, Stavanger and Ålesund have daily direct or indirect air connections with all main centers in Europe and U.S.A., and the Fjord Country (Bergen, Stavanger, Åndalsnes) is furthermore linked by rail to the Continent. Motorists may ferry from the northern tip of Denmark to Kristiansand, Arendal or Larvik, and thence drive westwards around the South Coast or inland across Setesdal and Telemark.



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